

October 27, 2004

To Whom It May Concern:

KEPR-TV airs a total of 24 local newscasts each regularly scheduled week. There has been a substantial financial investment over the last 14 months with a brand new weather system and a total ENG overhaul. Once per week there is an editorial segment. Local stories are updated on the web and during a newscast there are regular opportunities where viewers are encouraged to refer to the web for additional information.

Our market is not faced with ongoing emergency, crime (i.e. major offenses) and traffic situations that you would traditionally see in larger markets. However, there have been specific incidences where we have broken into regularly scheduled programming to get pertinent information to our viewers as soon as possible. Specific examples include the case in conjunction with the first ever AMBER Alert issued in the State of Washington in 2003 and a double murder/kidnapping this year. There was obvious detailed coverage including live reports in all newscasts.

Leading up to elections, we air a segment at the conclusion of our 6pm newscast entitled "Straight Talk." The goal is to give viewers the opportunity to hear the candidates' viewpoints unedited, unfiltered and without props. Candidates are given a maximum of 90 seconds (absolutely free) to speak directly into the camera in a taped segment. The only requirement is that the candidates address the issues and not personally attack his or her opponent. The segments taped by candidates from parties on the ballot will air back-to-back for each individual race. This year KEPR was a co-sponsor of the only Washington State Gubernatorial Debate held in Eastern Washington. This was broadcast live on Tuesday, October 12th, 7-8pm.

Within the last two years, we have preempted network (CBS) programming when we believed it diverged from local community standards. This occurred when we did not air "The Victoria's Secret" special. Yes, we received complaints but we had more praise from those who supported our decision.

Over the last year we have aired 4 - 1 hour documentaries. These were locally produced and took a look into the past, present and future of our surrounding broadcast counties of Walla Walla and Oregon. The Walla Walla show actually won Best Documentary from the Inland Northwest Chapter of the Society of Professional Journalists. We also produced similar themed shows on Hanford, our major employer for the region.

During the spring around prom and graduation we produce and then air a local campaign educating "kids" about the potential ramifications of underage drinking. We incorporate our news personalities into these messages and have run in excess of 100 spots per year.

KEPR-TV continues to be the sponsor of the two largest informational events involving families - Safe Kids Saturday and Family-A-Fair. Safe Kids Saturday is a one day event which promotes different elements of safety for children and their parents. Family-A-Fair is a two day event where children have over 100 different hands-on activities to participate in while the parents have a chance

to learn about a product, service or idea that can make a difference for the child. Combined these two events draw nearly 20,000 people in attendance. On an annual basis, we dedicate over 200 public service announcements to build awareness about these events. This year at Safe Kids Saturday we actually did a series of live remotes during the event itself.

In 2004, KEPR took on a sponsorship role in the local American Cancer Society Relay For Life (June). This is the first time they had a true television partner and it ended up being their biggest event ever raising in excess of \$110,000. KEPR had a "relay team," ran over 150 PSA's on behalf of the American Cancer Society and produced a news series profiling local cancer survivors which ran the week leading up to the event.

This year will mark the third year KEPR has sponsored a holiday toy drive to assist underprivileged families in our region. We run over 100 PSA elements promoting the event and then do multiple live remotes over an 8 hour period from a central point in our communities for viewers to drop off toys. The last two years over 1,000 families benefited from these efforts.

In a continuing effort to increase awareness of the area's evolving wine industry, KEPR was the sponsor of the first ever "Taste Washington" event held in the Tri-Cities. This was held in conjunction with the Columbia River Wine Expo where over 100 international wine buyers tour our region. "Taste Washington" though was the only event open to the public. This inaugural event was a complete sell out. KEPR's effort with the promotion of this event as well as extensive news coverage garnered a lot of attention and praise, not only from community leaders but the Washington Wine Commission.

David Praga, KEPR-TV Station Manager, has sat on the Board of Directors with the Boys & Girls Club of Benton and Franklin Counties for over 7 years. He has served as President, been on the Executive Committee for 5+ years and serves as the board liaison for the region (comprised of Alaska, Washington, Oregon, Idaho, Utah and Nevada). Most recently in conjunction with the United Way campaign, KEPR ran over \$4,000 worth of PSA airtime for the Boys & Girls Club.

In conjunction with the Partnership For Learning, KEPR has had staff go into the schools and talk to the importance of education. Our lead on this project is our report who has the "education beat."

All of this is just a small example of the service to our communities. I would be more than glad to discuss other details in the future.

David Praga, KEPR-TV
Station Manager